

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
)	
Matthew K. GRACIE et al.)	Group Art Unit: 3623
)	
Application Number: 10/735,018)	Examiner: C. Michelle Tarae
)	
Filed: December 12, 2003)	Confirmation No.: 2322
For: SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM		

RESPONSE TRANSMITTAL LETTER

MAIL STOP AMENDMENT
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed is an Amendment and Response to the Office Action dated June 4, 2007 in connection with the above-identified patent application.

- ☐ A petition for a One-Month Extension of Time is also enclosed.
- ☐ A Request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.
- ☒ No additional claim fee is required.
- ☐ An additional claim fee is required, and is calculated as shown below:

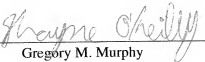
CLAIMS					
	NO. OF CLAIMS	HIGHEST NO. OF CLAIMS PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	52	Minus 53 =	0	x \$50.00 =	\$0
Independent Claims	5	Minus 5 =		x \$200.00 =	\$0
If Amendment adds multiple dependent claims, add \$260.00					n/a
Total Amendment Fee					\$0
If small entity status is claimed, subtract 50% of Total Amendment Fee					\$0
TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT					\$0

- ☐ Charge \$_____ to Deposit Account No. 08-3436 for the fee due.
- ☐ Check No. _____ in the amount of \$0 is enclosed for the fee due.
- ☐ A Certificate of Mailing Under 37 C.F.R. §1.8.
- ☐ Self-addressed stamped postcard.
- ☒ The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: August 31, 2007

Respectfully submitted,

HUNTON & WILLIAMS LLP
 Riverfront Plaza, East Tower
 951 East Byrd Street
 Richmond, VA 23219-4074
 (804) 788-7365 direct dial
 (804) 343-4912 direct fax

By: 
 Gregory M. Murphy
 Registration No. 52,494
 Shayne E. O'Reilly
 Registration No. 58,765

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In re US Patent Application of:)	
)	Confirmation No.: 2322
Matthew K. GRACIE)	
)	
Serial No.: 10/735,018)	Group Art Unit: 3623
)	
Filing Date: December 12, 2003)	Examiner: C. Michelle Tarae
)	
Title: SYSTEM AND METHOD FOR)	
CONDUCTING AN OPTIMIZED)	
CUSTOMER IDENTIFICATION)	
PROGRAM)	

Mail Stop:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT & RESPONSE

Dear Sir:

In response to the Non-Final Office Action ("the Office Action") dated June 5, 2007,
Applicants respectfully request reconsideration of the above-identified application in light of the
amendments and remarks herein as follows:

AMENDMENTS TO THE CLAIMS begin on Page 2.

REMARKS begin on Page 17.